

Abstract

Topic: The SK Tennis Kladno marketing plan

Objectives: The main objective is creating a marketing plan for SK Tennis Kladno Tennis Club. The sub-objective was to conduct a situation analysis on which basis was the marketing plan developed.

Methods: In this work I used the method of analysis, method of inquiry and method of scaling. By the method of questioning were collected information about customers, their views, needs and desires. The club itself was analyzed, such as its competitors, partners and customers. The method of scaling was used in case of the club and competition analysis. SWOT analysis is included.

Results: The analyzes revealed that the club has one strong competitor and two weaker competitors. The results further showed that the greatest weakness of the club is pricing policy stance, the current management of the club and the poor atmosphere in it. The marketing plan focuses both on the young generation, ie. children and young people, both amateur players.

Key words: marketing planing, marketing mix, marketing objectives, propagation, cost, customer, competition